

## Message Text

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12

ACTION EB-05

INFO OCT-01 EA-07 ISO-00 DRC-01 RSC-01 /015 W

----- 077518

R 260349Z NOV 73

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 302

AMCONSUL HONG KONG

UNCLAS TAIPEI 7065

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FAR EASTERN DEPT. STORE'S IN-STORE PROMOTION

1. ON NOVEMBER 17, FAR EASTERN OPENED ITS TAICHUNG BRANCH AMERICAN PRODUCTS EXHIBITION. THE CEREMONY WAS IDENTICAL TO TAIPEI'S BUT PRESIDED OVER BY GOVERNOR HSIEH OF TAIWAN PROVINCE AND OTHER PROMINENT PROVINCIAL GOVERNMENT OFFICIALS. ECONCOUNS JOSEPH KYLE REPRESENTED THE EMBASSY.

2. THE ENTIRE 7TH FLOOR OF TAICHUNG'S BRANCH WAS DECORATED SIMILARLY TO TAIPEI'S 5TH FLOOR (EVERYTHING WAS MOVED TO TAICHUNG AFTER THE CLOSE OF THE TAIPEI EXHIBITION NOVEMBER 11TH EXCEPT FOR SOME OF THE PRODUCTS WHICH WILL CONTINUE ON SALE IN TAIPEI). THE EXTRA TIME RESULTED IN A BETTER ORGANIZED AND DISPLAYED LAYOUT THAN IN TAIPEI. THERE WAS GOOD COVERAGE IN THE LOCAL PRESS AND SEVERAL ARTICLES WITH PHOTOGRAPHS IN THE NATIONAL PRESS.

3. RESULTS OF TAICHUNG'S FIRST WEEK ARE SCANTY BUT THE FIRST FOUR DAYS AVERAGE DAILY SALES ARE AROUND US\$4,000, WHICH IS LESS THAN TAIPEI. THERE IS NO ESTIMATE AVAILABLE YET ON NUMBER OF VISITORS.

4. FINAL RESULTS OF THE TWO WEEK TAIPEI EXHIBITION ARE 634,000 ATTENDEES (MORE THAN ONE-HALF OF TAIPEI CITY'S UNCLASSIFIED

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POPULATION) AND NT\$3,580,000 OR US\$90,000 WORTH OF PRO-

DUCTS SOLD. FAR EASTERN AND EMBASSY ARE VERY PLEASED  
WITH RESULTS SO FAR.  
MCCONAUGHEY

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Review Authority:** collinp0  
**Review Comment:** n/a  
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**Review Date:** 07 SEP 2001  
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**Review Withdrawn Fields:** n/a  
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**Subject:** FAR EASTERN DEPT. STORE'S IN-STORE PROMOTION  
**TAGS:** BEXP, TW  
**To:** n/a  
**Type:** TE  
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